

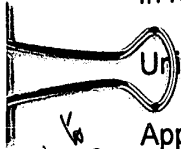


02-09-05

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re:



United States Patent Application Publication: 20050006327

Applicant(s): Campbell

Serial No.: 10/612,915

Examiner: Unknown

Filing Date: 07/07/2003

Art Unit: Unknown

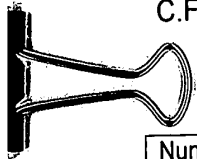
Entitled: System for Displaying Wallpaper Samples

Commissioner of Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**Citation of Prior Art Under 37 C.F.R. 1.99**

The undersigned member of the public hereby submits that the following  
ten (10) patents and publications relevant to the subject United States Patent  
Application Publication.

The Commissioner is authorized to charge the required fee set forth in 37  
C.F.R. 1.17(p) to deposit account number 50-3259.



**U.S. Patent Documents and Patent Application Publications**

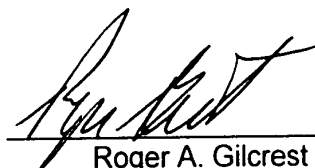
Number-Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
Des. 327,189	06/23/1992	McPherson et al.
1,491,174	11/09/1977	Kranich
4,102,072	07/25/1978	Buschman
5,284,257	02/08/1994	Schum
5,855,480	01/05/1999	Housman

Number-Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document
6,233,313	04/10/2001	Levy

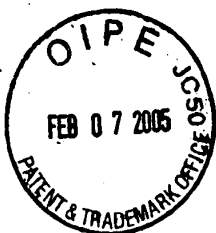
Respectfully submitted,

Date: Feb. 7, 2005

By:



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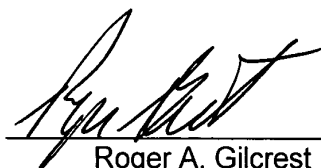
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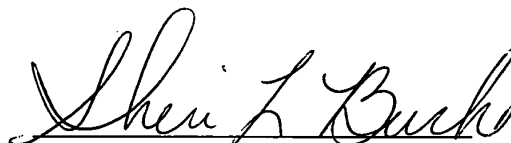
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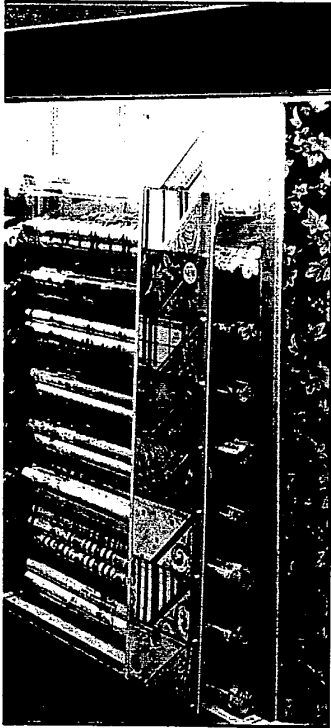
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# chandising System and profits

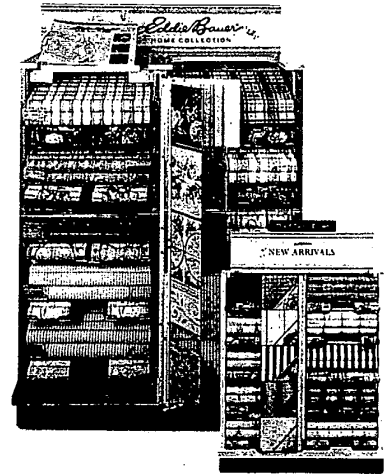


## Showcase Your Hot New Brand Names

Our exclusive New Arrivals Merchandiser is incorporated into every Gallery installation. This high-visibility fixture puts a spotlight on the nationally recognized brand names your customers will love.

Plus, the unique system merchandises the Collection Book alongside the stock, for greater customer attention. Select your stock from the collection book to create the right product mix for your customers.

Logo-branded header signage is provided for all brand name lines for additional visibility.

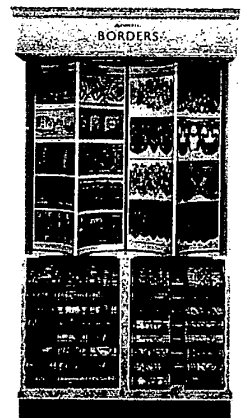
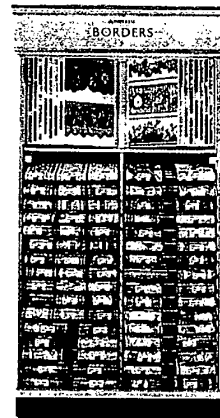


## The Most Dramatic Border Merchandiser on the Market

Border sales were up 20% over the past three years. These dynamic border merchandising systems are part of every Gallery program, to help you achieve your rightful portion of this lucrative market. Large visual samples are the key to these merchandisers; 16-inch

samples are displayed on the four-sided jumbo spinners, or on poster-style flip cards.

Plus, borders are categorized into shopper-friendly categories, including Florals, Geometrics, Architectural and Scenic, to name a few, along with some key licensed names like Nautica, Lenox and Alexander Julian.



## Our Professional Team Makes Installation a Snap

When you choose the Imperial Gallery, you can leave the set-up to us. All you do is clear the floor; our professional crew will work with you to build your new department from the ground up. In two days you won't believe how beautiful your new wallcovering department is—or why you waited so long.

Our Retail Operations department uses state-of-the-art CAD equipment to help you with your floorplan and create a layout that provides you with the most productive use of your floor space.



# The Beautiful Merchandise that turns heads...

## New and Improved and Better than Ever

The Imperial Gallery is a consumer-focused merchandising and marketing system designed to make shopping for wallcoverings easier, faster and more pleasurable than ever before.

A direct result of our extensive research into consumer shopping preferences, the Imperial Gallery combines attractive fixturing, a highly visible product presentation, and easily organized, clearly labeled product displays to create a shopping experience that consistently exceeds the expectations of wallcovering consumers.

Better yet, we've worked closely with our Gallery retailers, and used their valuable feed back to fine-tune this innovative merchandising system for even greater results.

## You Know Your Customers Best... You Choose Your Assortment

The Imperial Gallery has been enhanced with the availability of a new, wide-open product assortment that includes every pattern in the IHDG family of brands.

Gallery retailers may now select from any of our thousands of beautiful patterns to create the most dynamic assortment tailored precisely to your regional and demographic needs. Our staff of highly-trained sales professionals is armed with the latest industry and sales trend information to help guide you through this important process, too.

You'll choose from our complete line of Sunworthy and Imperial products, as well as our exclusive licensed brands under our Imperial Fine Interiors label, including Eddie Bauer, Nautica and Thomas Kinkade, to name a few.

## Larger Visual Samples Tell the Story

The Imperial Gallery fin system has been improved, too. The new three-part system allows for even better visual sampling of large sidewall bin boards, and showcases 12 full inches of border patterns.

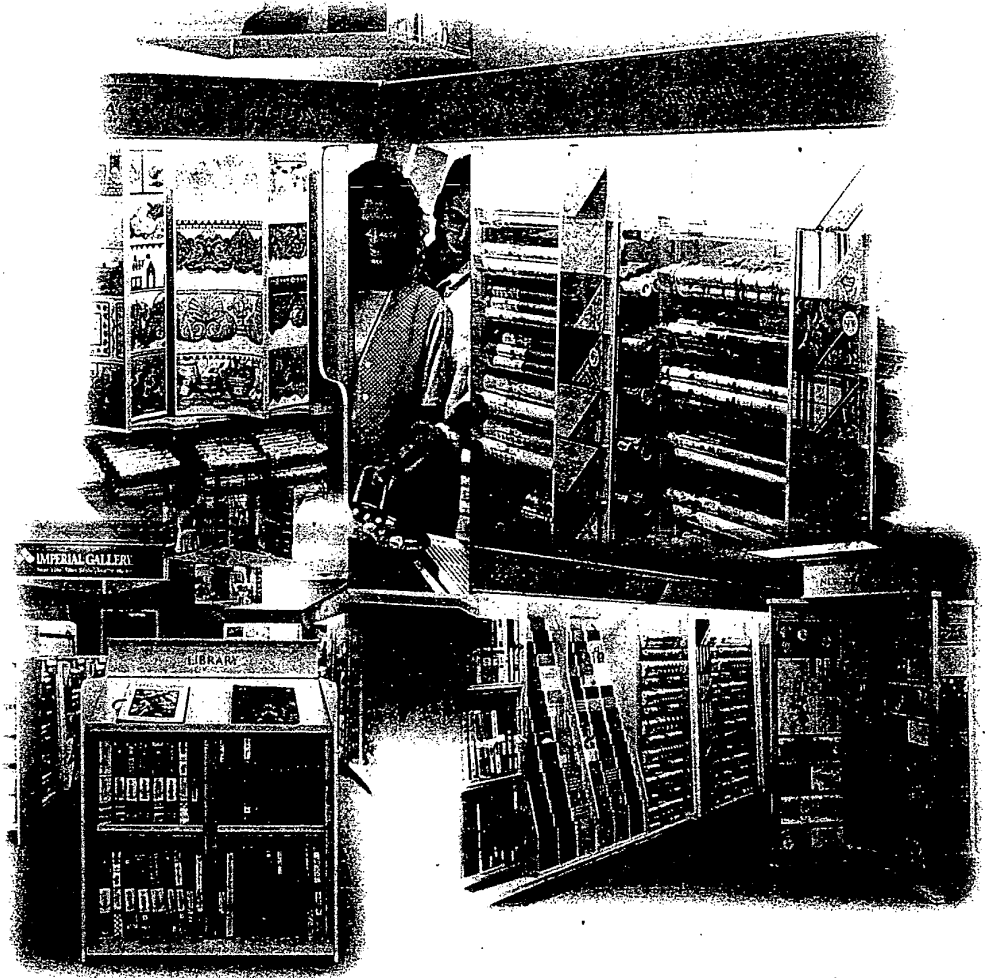
The Imperial Gallery utilizes low-profile aisle fixtures in a maple woodgrain finish for a clean, highly visible department.

Plus, the Gallery system features high-impact header signage to direct customers to the product categories they want. Merchandise is organized into customer-friendly "towers" that are easy to shop, segmented into categories like Kitchen & Bath, Men's & Dens, Contemporary and Traditional.

Lifestyle and room set photos tie it all together. The result is a beautiful, functional and comfortable wallcovering department your customers will tell their friends about.



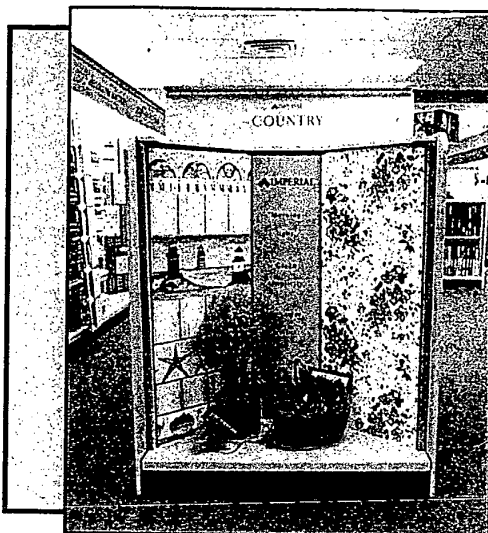
# The Imperial Gallery



## A Revolution in Wallcovering Retailing

**IHDG™**  
Imperial Home Decor Group™





## Consumers Love the Imperial Gallery

According to proprietary consumer research conducted by IHDG among actual wallcovering shoppers, consumers are delighted with the Gallery Merchandising system.

- 90.1% of shoppers said they would shop the Gallery before shopping elsewhere for their next wallcovering purchase.
- 91.5% found the Gallery to be a superior shopping environment compared with other stores.
- 100% said they'd recommend a Gallery store to a friend.

## Dealers Love the Imperial Gallery

*"I am excited and optimistic about the future of the program. I would highly recommend any independent dealers who are looking for an effective change and are currently trying to compete in our ever-changing marketplace to try the Gallery system. It works!"*

Frank J. Cannizzaro  
Wallpaper Warehouse, Englewood, CO

*"The Gallery has been a wonderful addition to our store. Customers have commented on how well organized and nicely displayed it is. My in-stock sales have increased a great deal in this store, which has traditionally not been a great in-stock store."*

Renae Nikolaus  
Miller Paint & Wallpaper  
Beaverton, OR

*"It's been really exciting in our wallpaper department since the Gallery was installed. Some customers have been able to decorate several rooms of their home all at once because so many patterns are right there at their fingertips. Our sales are very exciting, too, having doubled in the first month-and-a-half the Gallery was in place."*

Ginger Halleck  
Miller Paint, Vancouver, WA

*"Our sales are climbing weekly since the Gallery installation. We have noticed a very positive customer response to the layout of the merchandise, and it is a very "consumer friendly" system. Customers spend more time in the store and "shop" the entire store longer."*

Joan Parrish  
Meuth Wallpaper, Evansville, IN

*"Vista Paint has installed three Imperial Galleries and we are very enthusiastic about the overall response from our customers, our employees and, most of all, the early sales increase we are seeing. We decided to go with the Imperial Gallery because it really is a "new look." It has allowed us to move wallpaper right up to the front of our stores and really upgrade the image and look of our stores. We look forward to the future the Gallery provides us."*

Pat Smith  
Vista Paint

**IHDG™**

Imperial Home Decor Group™

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